



D. P. FITZGERALD
Area Manager - Operations
North East Sales Area
910-741-2053

April 6, 1998

SENT VIA E-MAIL

Lori MacWilliams

Tim Gillespie

Bob Snow

Bob Dobrowolski

Rory O'Rourke

Rory O'Rourke

RE: July Winston \$1.00 off 2 pack Promotion

As each of you probably already know, the July Winston 2 pack promotion has been converted from \$.70 off to \$1.00 off. Additionally, the sleeve for this promotion talks to the product point of difference and not the "No Bull Five". These sleeves do not have a removable button similar to what was included in the January and May promotions.

Due to the tracking issue that has existed with several chains, the Winston brand has agreed to produce a removable VPR that could be added to the sleeve as needed. These VPR's would need to be added to the sleeve at the V.A.P. wholesaler. These VPR's would come 500 per roll.

I would appreciate each of you surveying the Region K.A.M.'s and A.M.'s to determine how many rolls of the VPR's you will need for July promotion. Your needs should be entered on the attached spreadsheet, which needs to be e-mailed back to me on or before 4/27/98.

Call if you have any questions.

Don

98045DF/di

Attachment (1-2VPR.xls)

<u>Sales</u>		<u>Retail</u>	
1221	_____	1222	_____
1222	_____	1223	_____
1223	_____	1224	_____
1224	_____	1225	_____
1225	_____	1226	_____
1226	_____	1227	_____
1227	_____	1228	_____
1228	_____	1229	_____
1229	_____	1230	_____
1230	_____	1231	_____
1231	_____	1232	_____
1232	_____	1233	_____
1233	_____	1234	_____
1234	_____	1235	_____
1235	_____	1236	_____
1236	_____	1237	_____
1237	_____	1238	_____
1238	_____	1239	_____
1239	_____	1240	_____
1240	_____	1241	_____
1241	_____	1242	_____
1242	_____	1243	_____
1243	_____	1244	_____
1244	_____	1245	_____
1245	_____	1246	_____
1246	_____	1247	_____
1247	_____	1248	_____
1248	_____	1249	_____
1249	_____	1250	_____
1250	_____	1251	_____
1251	_____	1252	_____
1252	_____	1253	_____
1253	_____	1254	_____
1254	_____	1255	_____
1255	_____	1256	_____
1256	_____	1257	_____
1257	_____	1258	_____
1258	_____	1259	_____
1259	_____	1260	_____
1260	_____	1261	_____
1261	_____	1262	_____
1262	_____	1263	_____
1263	_____	1264	_____
1264	_____	1265	_____
1265	_____	1266	_____
1266	_____	1267	_____
1267	_____	1268	_____
1268	_____	1269	_____
1269	_____	1270	_____
1270	_____	1271	_____
1271	_____	1272	_____
1272	_____	1273	_____
1273	_____	1274	_____
1274	_____	1275	_____
1275	_____	1276	_____
1276	_____	1277	_____
1277	_____	1278	_____
1278	_____	1279	_____
1279	_____	1280	_____
1280	_____	1281	_____
1281	_____	1282	_____
1282	_____	1283	_____
1283	_____	1284	_____
1284	_____	1285	_____
1285	_____	1286	_____
1286	_____	1287	_____
1287	_____	1288	_____
1288	_____	1289	_____
1289	_____	1290	_____
1290	_____	1291	_____
1291	_____	1292	_____
1292	_____	1293	_____
1293	_____	1294	_____
1294	_____	1295	_____
1295	_____	1296	_____
1296	_____	1297	_____
1297	_____	1298	_____
1298	_____	1299	_____
1299	_____	1300	_____
1300	_____	1301	_____
1301	_____	1302	_____
1302	_____	1303	_____
1303	_____	1304	_____
1304	_____	1305	_____
1305	_____	1306	_____
1306	_____	1307	_____
1307	_____	1308	_____
1308	_____	1309	_____
1309	_____	1310	_____
1310	_____	1311	_____
1311	_____	1312	_____
1312	_____	1313	_____
1313	_____	1314	_____
1314	_____	1315	_____
1315	_____	1316	_____
1316	_____	1317	_____
1317	_____	1318	_____
1318	_____	1319	_____
1319	_____	1320	_____
1320	_____	1321	_____
1321	_____	1322	_____
1322	_____	1323	_____
1323	_____	1324	_____
1324	_____	1325	_____
1325	_____	1326	_____
1326	_____	1327	_____
1327	_____	1328	_____
1328	_____	1329	_____
1329	_____	1330	_____
1330	_____	1331	_____
1331	_____	1332	_____
1332	_____	1333	_____
1333	_____	1334	_____
1334	_____	1335	_____
1335	_____	1336	_____
1336	_____	1337	_____
1337	_____	1338	_____
1338	_____	1339	_____
1339	_____	1340	_____
1340	_____	1341	_____
1341	_____	1342	_____
1342	_____	1343	_____
1343	_____	1344	_____
1344	_____	1345	_____
1345	_____	1346	_____
1346	_____	1347	_____
1347	_____	1348	_____
1348	_____	1349	_____
1349	_____	1350	_____
1350	_____	1351	_____
1351	_____	1352	_____
1352	_____	1353	_____
1353	_____	1354	_____
1354	_____	1355	_____
1355	_____	1356	_____
1356	_____	1357	_____
1357	_____	1358	_____
1358	_____	1359	_____
1359	_____	1360	_____
1360	_____	1361	_____
1361	_____	1362	_____
1362	_____	1363	_____
1363	_____	1364	_____
1364	_____	1365	_____
1365	_____	1366	_____
1366	_____	1367	_____
1367	_____	1368	_____
1368	_____	1369	_____
1369	_____	1370	_____
1370	_____	1371	_____
1371	_____	1372	_____
1372	_____	1373	_____
1373	_____	1374	_____
1374	_____	1375	_____
1375	_____	1376	_____
1376	_____	1377	_____
1377	_____	1378	_____
1378	_____	1379	_____
1379	_____	1380	_____
1380	_____	1381	_____
1381	_____	1382	_____
1382	_____	1383	_____
1383	_____	1384	_____
1384	_____	1385	_____
1385	_____	1386	_____
1386	_____	1387	_____
1387	_____	1388	_____
1388	_____	1389	_____
1389	_____	1390	_____
1390	_____	1391	_____
1391	_____	1392	_____
1392	_____	1393	_____
1393	_____	1394	_____
1394	_____	1395	_____
1395	_____	1396	_____
1396	_____	1397	_____
1397	_____	1398	_____
1398	_____	1399	_____
1399	_____	1400	_____
1400	_____	1401	_____
1401	_____	1402	_____
1402	_____	1403	_____
1403	_____	1404	_____
1404	_____	1405	_____
1405	_____	1406	_____
1406	_____	1407	_____
1407	_____	1408	_____
1408	_____	1409	_____
1409	_____	1410	_____
1410	_____	1411	_____
1411	_____	1412	_____
1412	_____	1413	_____
1413	_____	1414	_____
1414	_____	1415	_____
1415	_____	1416	_____
1416	_____	1417	_____
1417	_____	1418	_____
1418	_____	1419	_____
1419	_____	1420	_____
1420	_____	1421	_____
1421	_____	1422	_____
1422	_____	1423	_____
1423	_____	1424	_____
1424	_____	1425	_____
1425	_____	1426	_____
1426	_____	1427	_____
1427	_____	1428	_____
1428	_____	1429	_____
1429	_____	1430	_____
1430	_____	1431	_____
1431	_____	1432	_____
1432	_____	1433	_____
1433	_____	1434	_____
1434	_____	1435	_____
1435	_____	1436	_____
1436	_____	1437	_____
1437	_____	1438	_____
1438	_____	1439	_____
1439	_____	1440	_____
1440	_____	1441	_____
1441	_____	1442	_____
1442	_____	1443	_____
1443	_____	1444	_____
1444	_____	1445	_____
1445	_____	1446	_____
1446	_____	1447	_____
1447	_____	1448	_____
1448	_____	1449	_____
1449	_____	1450	_____
1450	_____	1451	_____
1451	_____	1452	_____
1452	_____	1453	_____
1453	_____	1454	_____
1454	_____	1455	_____
1455	_____	1456	_____
1456	_____	1457	_____
1457	_____	1458	_____
1458	_____	1459	_____
1459	_____	1460	_____
1460	_____	1461	_____
1461	_____	1462	_____
1462	_____	1463	_____
1463	_____	1464	_____
1464	_____	1465	_____
1465	_____	1466	_____
1466	_____	1467	_____
1467	_____	1468	_____
1468	_____	1469	_____
1469	_____	1470	_____
1470	_____	1471	_____
1471	_____	1472	_____
1472	_____	1473	_____
1473	_____	1474	_____
1474	_____	1475	_____
1475	_____	1476	_____
1476	_____	1477	_____
1477	_____	1478	_____
1478	_____	1479	_____
1479	_____	1480	_____
1480	_____	1481	_____
1481	_____	1482	_____
1482	_____	1483	_____
1483	_____	1484	_____
1484	_____	1485	_____
1485	_____	1486	_____
1486	_____	1487	_____
1487	_____	1488	_____
1488	_____	1489	_____
1489	_____	1490	_____
1490	_____	1491	_____
1491	_____	1492	_____
1492	_____	1493	_____
1493	_____	1494	_____
1494	_____	1495	_____
1495	_____	1496	_____
1496	_____	1497	_____
1497	_____	1498	_____
1498	_____	1499	_____
1499	_____	1500	_____

51851 5304

Winston July \$1.00 off 2 Pack VPR's

	Region	SKUs of 500
1100	Boston	
1200	New York Metro	
1300	Philadelphia	
1600	Buffalo	
1700	Pittsburgh	
1800	Cincinnati	
	Total NESA	0
2100	Winston-Salem	
2200	Atlanta	
2300	Florida	
2600	Dallas	
2900	Richmond	
	Total SSA	0
5100	N. California	
5400	S. California	
5600	Seattle	
5800	Houston	
	Total WSA	0
6200	Chicago	
6300	Minneapolis	
6600	Denver	
6700	Detroit	
6900	St. Louis	
	Total MWSA	0
	National	
	GRAND TOTAL	0

51851 5305

LMO 4/7/98